Saint Michael's College
Job Description

Job Title: Director for Advancement Services and the SMC Fund

Department: Institutional Advancement

Supervisor or Manager: Vice President of Institutional Advancement

Date Created: 4/29/05  Last Revised: 4/29/05  FLSA Status: E

Our Mission: It is the mission of Saint Michael’s College to contribute through higher education to the enhancement of the human person and to the advancement of human culture in the light of the Catholic faith.

Major Objectives:
- The mission of Saint Michael's College is delivered by a leader and role model for Institutional Advancement
- A senior level development management position is effectively carried out by a member of the Institutional Advancement management team to assist with departmental goal setting, organizational planning, and the achievement of departmental goals
- Advancement Services and Saint Michael's Fund teams are supervised and managed
- In-house services are planned, coordinated and managed to allow the other departments within Institutional Advancement to maximize their effectiveness
- Saint Michael's College annual fund effort is developed and directed to achieve increasingly significant support from alumni, parents, and friends of the College
- A strategic planning approach is utilized to initiate, coordinate, and evaluate fundraising activities; guidance is provided to various individuals relative to College fundraising activities
- Assistance with prospect identification, solicitation, and stewardship activities to individuals, corporations, and foundations is provided
- Effective marketing activities are initiated and coordinated to meet specific fundraising goals
- Short- and long-range organizational goals, objectives, policies, and operating procedures are established and implemented; operational effectiveness is monitored and evaluated; changes required for improvement are initiated
- The mission of the College is well understood, articulated in an eloquent and compelling way and reflected in all manners of job duties including visits, events, phone calls, personal correspondence, and proposals
- The SMC mission is effectively promoted and the IA mission is supported to build life-long relationships with alumni, parents and friends, and to engage alumni and friends of the College as active volunteers and benefactors
- IA policies are adhered to regarding confidentiality of prospect information and database integrity

Essential Duties and Responsibilities:
- Works in concert with others in Institutional Advancement as a strong contributing member of the Institutional Advancement management team, for the overall success of the advancement program
- Plans and manages the Annual Giving & Advancement Services operating budget
- Holds ultimate responsibility for the effectiveness of the Benefactor system and data integrity; assures that Saint Michael's College always has the most current version of the Benefactor system and that all intermediate upgrades are installed on a timely basis
- Serves as the primary liaison with Datatel for IA; aggressively advocates for IA's data processing needs with Datatel and assures the ability of Benefactor to provide necessary support for complete, effective gift and donor stewardship
- Supervises bio and gift processing staff to assure accurate and complete data systems
- Directs a programming staff to provide donor, prospect, project/priority, staff activity reports and other management reports
- Protects the confidentiality and security of Advancement files, both paper and electronic
- Implements and oversees an effective web presence for Institutional Advancement
- Evaluates, proposes and implements methods to improve donor relations and collection of funds to increase revenues to Saint Michael’s College
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- Answers questions and provides information to donors about pledges, previous gifts and giving histories; interprets donor requests and mediates in the College’s interests
- Directs the receiving, processing and acknowledging of all private gifts to Saint Michael’s College including cash, credit cards, bank drafts, payroll deductions, securities and real property
- Oversees all private gift acknowledgment, including timely receipts to donors, reports to appropriate College officials, and lists to honorees or families for memorials and similar projects
- Manages all aspects of gift accounting; ensures proper recording of gifts by maintaining strong liaisons with College departments; analyzes existing gift processing and accounting procedures and implements improvements involving technical advances and changes to accounting practices and laws
- Provides oversight to ensure College adheres to all IRS, FASB, SMC gift acceptance guidelines and CASE standards
- Serves as an internal consultant to assist the other departments in Institutional Advancement in making the best use of Advancement Services; devises and implements a Benefactor training program for all new hires and to keep all staff current in the latest versions of Benefactor and other changes in overall data management systems and procedures
- Maintains the prospect pipeline and a prospect tracking system using Benefactor, has current information on proposals prepared, completed and presented for making prospect decisions
- Maintains Works with Gift Acceptance Committee to ensure comprehensive gift and donor stewardship protocols and procedures are followed
- Trains and mentors Saint Michael's Fund staff in effective development and relationship building strategies and techniques
- Researches, implements and enforces College procedures for following IRS and FASB regulations regarding charitable giving
- Reports progress and/or adverse trends, through continuous analyses, and makes appropriate recommendations or communicates conclusions to the Vice President for IA; helps develop on-line end-user reports; directs the preparation of various gift and management reports, including official CAE reports, for officers of the College
- Advises IA staff of the acquisition of equipment and software; lobbies with the Department of Information Technology for the acquisition of new equipment and software; maximizes IA technology within budgetary limits
- Receives, determines the appropriateness of, and prioritizes all report requests; publishes report schedule; enforces report request procedures
- Serves as liaison between IA and the Financial Services Office, the Financial Aid Offices and departments regarding special fundraising requests/projects
- Works with IA department managers and with the Director of Publications to assure accurate and timely publication of the annual report of gifts and leadership giving brochure
- Provides monthly administrative and management reports including new business and cash flow, dashboard indicators, campaign, pipeline and staff performance summaries
- Prepares annual CASE reports and responds to surveys
- Attends conferences (Benefactor and others), is involved in professional networks, and remains current in data management and other relevant trends and techniques
- Creates and implements a strategic plan for the Saint Michael's Fund
- Assists staff in the planning of all Saint Michael's Fund programs targeting alumni, parents, students and friends; monitors and evaluates these programs
- Directs Parent Fund segment of the Saint Michael's Fund
- Oversees the recruitment of reunion co-chairs, class agents and their committees
- Produces an annual appeal to all Saint Michael’s College employees
- Identifies new leadership and annual/special gift prospects as they emerge within the annual giving pools; notifies Prospect Clearing Committee of these prospects on a timely basis
- Advances a strong matching corporate giving program
- Recruits, motivates and manages volunteers for leadership and regional giving efforts

Secondary Responsibilities:
- Assists staff with computer problems
- Serves on campus committees as assigned: Marketing Council, Web Council, Staff Compensation Committee, Technology Steering Committee
- Performs other duties as requested by the Vice President for Institutional Advancement
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Positions Supervised:
- Director of Parent Fund (1)
- Assistant Director for the Saint Michael's Fund (3)
- Associate Director for Data Management (1)
- Assistant Director for Data Management and Donor Relations (1)
- Data Entry Specialist (1)
- Information Specialist (1)
- Administrative Assistant (1)

Major Contacts:
- All Institutional Advancement Staff including management team
- Various faculty and staff through campus committee assignments

Demonstrates Excellence:
- Shows a steadfast commitment to participating as a member of a fully integrated outreach and development team
- Exhibits determined and thoughtful leadership with a collaborative approach to problem solving, a sense of fairness and the ability to resolve conflicts
- Advocates for and defends the mission of the College and Institutional Advancement
- Serves as a role model, reflecting the qualities that lead to a strong sense of teamwork, with the ability to rally staff around goals and specific challenges
- Handles difficult situations with various constituencies discreetly, graciously and professionally
- Pursues excellence in all aspects of the role, seeking new ways of improving performance of systems and strategies
- "Goes the extra mile" to complete IA responsibilities such as putting in irregular hours or stuffing envelopes
- Always maintains a positive attitude and a sense of humor

Education and Work Experience:
- Bachelor's degree and a minimum of 5 years experience in development, information/advancement services or a related field, or a combination of education and experience from which comparable knowledge and skills are acquired
- Several years of experience in fundraising management including annual fund, major gifts, advancement services
- Knowledge and/or experience using and managing Datatel campus wide information system, specifically Benefactor
- Previous project management experience

Analytic Skills:
- The ability to use various analytical techniques to identify cause-and-effect relationships and then develop plans to change a situation.

Language and Literacy Skills:
- Reads and interprets a wide range of information. May interpret documents to others. Regularly writes reports and correspondence. Able to shift writing style as needed for different audiences. Regularly explains policies, listens to questions, responds, and problem solves. Speaks to individuals and small groups effectively.

Computer/Technology Skills:

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<tr>
<td>Microsoft Word</td>
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<td>Microsoft Excel</td>
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<td>Microsoft Publisher</td>
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<td>Microsoft Outlook</td>
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<td>Datatel</td>
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<td>Internet Research</td>
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- X: intermediate
- : highly proficient

Other:

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Database ___None ___ working knowledge ___intermediate _X_ highly proficient
General computer skills ___None ___ working knowledge ___intermediate _X_ highly proficient

**Licenses, Certifications and Other Requirements:**
- None required

**Physical Demands:**
Work is often performed in a typical office environment requiring:
- Sitting in a normal seated position for extended periods of time
- Reaching by extending hand(s) or arm(s) in any direction
- Dexterity sufficient to manipulate objects with fingers, for example operating a computer keyboard
- Communication skills using the spoken word
- Vision sufficient to see within normal parameters
- Hearing sufficient to hear within normal range
- No or very limited physical effort
- No or very limited exposure to physical risk

While performing the duties of Director for Advancement Services and the SMC Fund, the employee must occasionally lift
and/or move up to 10 pounds.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with a disability to perform the essential functions.

**Additional Requirements for the Job:**
- Capacity to deal effectively with a broad range of relationships and situations, using excellent written and oral communication
- Skills to create and implement a strategic plan, excellent organizational skills, solid administrative and managerial skills
- Ability to use independent judgment and to manage/impart confidential information
- Availability for occasional travel and willingness to work the hours necessary beyond the regular schedule to complete job responsibilities, assist in staffing Reunion and Homecoming weekends, and participate at Commencement, convocations and other College events as defined by supervisor and responsibilities of this position

The above job description in no way states or implies that these duties are the only duties performed by this employee. The incumbent is expected to perform other related duties necessary for the effective operation of the College.